



Jon TANE P.R.

The knowledge you desire. The results you demand.

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Primary Research

- Focus Group
 - Fayetteville, NC
 - March 23, 2006
 - 11 participants
- Online Survey
- Interviews

Primary Research Results

- Many of our survey respondents said they did not wear the proper safety gear on a consistent basis
- Participants either had a lackluster attitude or were strongly against drinking and riding
- Nearly all participants admitted to aggressive driving

GOAL

To reduce motorcycle crashes
and resulting fatalities in North
Carolina.

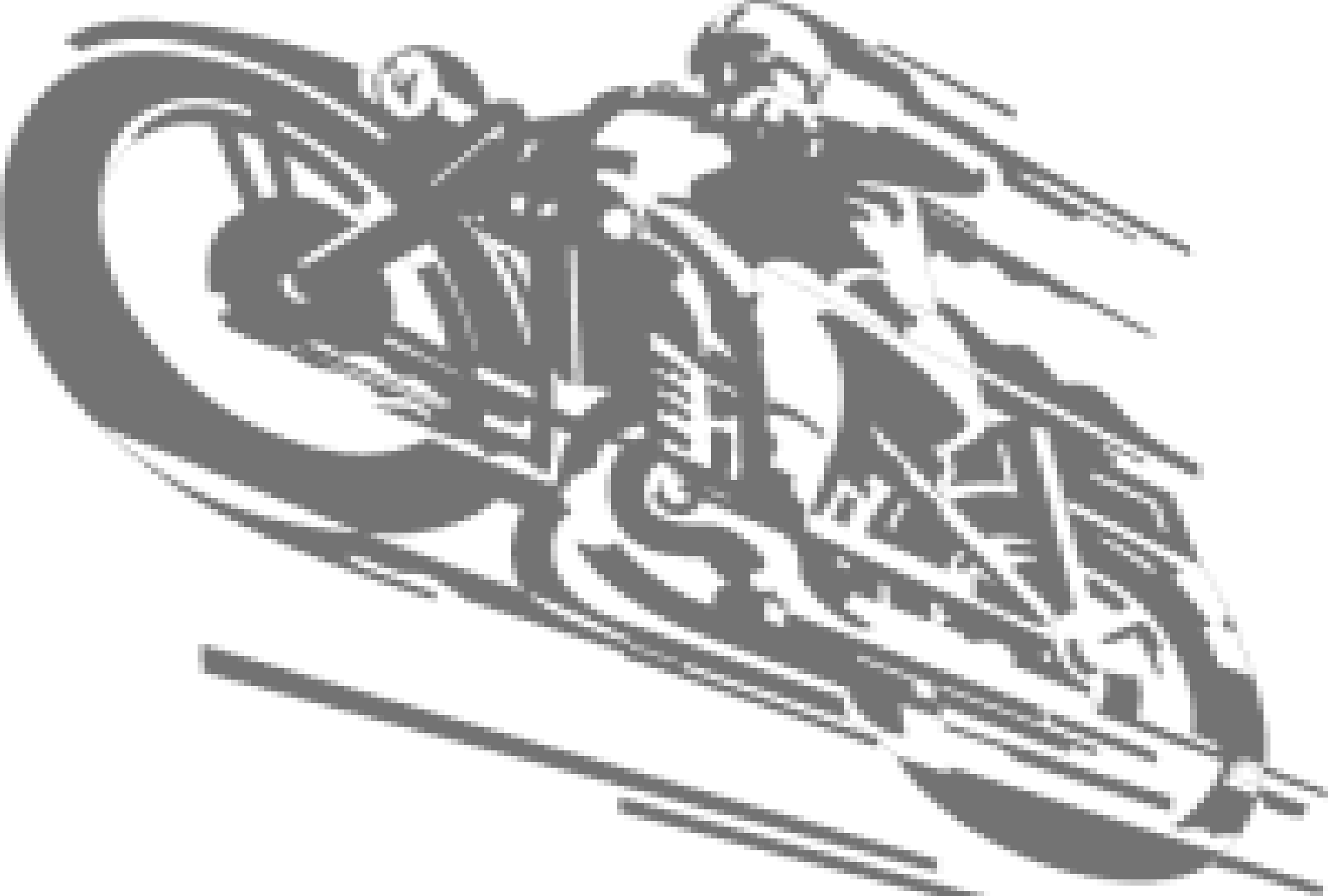
Publics

- Primary Public: NC motorcycle riders from the ages of 18-25 and 35-49
- Secondary Public: Other motorists in North Carolina

Reaching our Goal

- Increase the purchase of safety gear
- Reduce impaired riding
- Encourage responsible riding and decision making
- Increase motorcycle awareness among other motorists
- Establish a strong networking program through which inexperienced riders may meet and learn from experienced riders

Campaign



RESPECT LIFE. RESPECT THE MACHINE.

Band of Bikers Networking Program

- Network of new and experienced riders throughout North Carolina
- Recruiting experienced riders
 - Web site
 - Contact local riding clubs
 - Offer incentives
 - Triangle Cycles
- Recruiting new riders
 - Contact list from DMV
 - Web site



Band of Bikers Networking Program

- Chapters
 - Monthly rides and meetings where the group discusses a current topic in motorcycle safety
- Leadership Team conferences with Executive Committee



Why a networking program?

- Creates geographic chapters throughout the state
- Lends itself to the enforcement of all objectives
- Acts as a task force for safety enforcement in North Carolina
- Focus of club is safety



Band of Bikers Event

- September 3, 2007
- Morning chapter ride to event
- Raleigh fairgrounds
- Food
- T-shirts
- Music
- Special speaker
- Information booths for chapters and safety information





A black t-shirt with white text. The text is centered on the chest and consists of two lines: "BAND OF BIKERS" on the top line and "9 03 07" on the bottom line. The font is a bold, sans-serif type.

BAND OF BIKERS
9 03 07



A black t-shirt with a white graphic and text. The graphic is a stylized motorcycle in motion, tilted to the right, with motion lines behind it. Below the graphic, the text "RESPECT LIFE." and "RESPECT THE MACHINE." is printed in two lines. The font is a bold, sans-serif type.

RESPECT LIFE.
RESPECT THE MACHINE.

Band of Bikers Event Promotion

- Heavy promotion of website
- Letters to the editor promoting event
- Television commercials
- Radio PSAs
- Newspaper advertisements
- Letters to established Band of Bikers pairs
- Brochures at DMVs
- Brochures at motorcycle dealerships



Why an event?

- Offers excellent media coverage
- Kicks off a season where safety is the focus
- Recruits more members for network
- Creates an impressive precedent for the Executive Committee for Motorcycle Safety





Media

Controlled Media

- Billboards
- Television commercials aimed at other motorists and motorcycle riders
- Posters in men's bathrooms at popular bars



Most motorcycle crashes do not involve other motorists



Stop playing the blame game. You may be playing with your life.

RESPECT LIFE. RESPECT THE MACHINE.

Brought to you by the Motorcycle Safety Work Group
NC Executive Committee for Highway Safety



These training wheels are way too fast.



Most experienced riders recommend that new riders purchase a bike under 600 cc.



You can always purchase an upgrade once you are more experienced.



With this baby, you may not be so lucky

RESPECT LIFE. RESPECT THE MACHINE.



Brought to you by the Motorcycle Safety Work
Group

Imagine what Joe would have looked like without this piece of plastic.



RESPECT LIFE. RESPECT THE MACHINE

Media

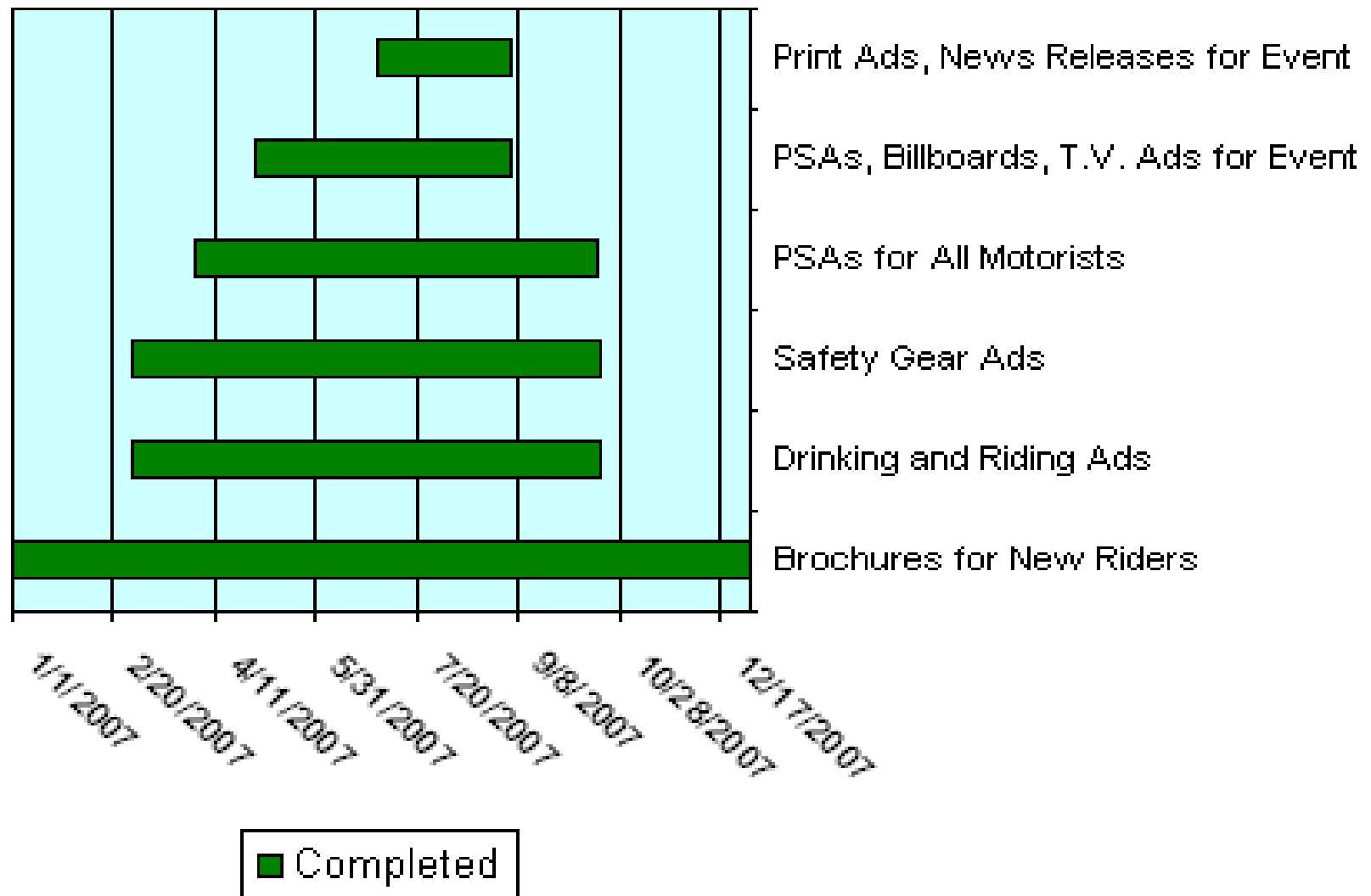
Uncontrolled Media

- Pitch letters for feature articles
- Letters to the editor
- PSAs





Timeline



Budget







RESPECT LIFE. RESPECT THE MACHINE.



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